

About E-Bulletin: Voice of CCS NIAM is a time and cost efficient outreach tool of NIAM on e-platform to connect all its stakeholders namely Policy Makers, Administrators, Academicians, Scientists, Agripreneurs, Traders, Extension functionaries, Institutional partners on all issues related to Agricultural Marketing ultimately benefiting the farmers.

Online Training on Intellectual Property Rights for Agri-Business Sector

CCS National Institute of Agricultural marketing has organized one day online training programme under Centre for Public Private Partnership on Intellectual Property rights for Agri-Business Sector” on 28th July, 2020. Objective of the programme was to bring information on Intellectual Property Rights in the Agri-Business Sector. Forty participants of State Agriculture University, Sabor, Bihar including faculty and students participated in the programme. The Programme was started with introduction of the lecture of Dr. Ramesh Mittal, Director CCS NIAM on Introduction of Intellectual Property Rights followed by presentation on The legislative, Regulatory and Procedural Framework in India—Patent and Trademark focused on Agri-Business Sector by Mr Nayan Rawal. Third lecture was delivered by Mr Akshay Singh Ranawat, Legal Executive (IP) CCS NIAM on IP for Agri- Startups. The entire programme was moderated by Dr. Anamika, Consultant (Corporate Communication and Training)



Ch. Charan Singh National Institute of Agricultural Marketing (CCSNIAM)
(An Autonomous Organisation of Ministry of Agriculture and Farmers Welfare, Government of India)
Jaipur, Rajasthan

Center for Public Private Partnership
On-Line Training Programme
on
Intellectual Property Rights for Agri-Business Sector

Date: 28 July 2020 Tuesday
02:00 PM to 05:00 PM

Speakers:

- Dr. Ramesh Mittal
Director, CCS NIAM
Topic - Introduction To IPR
- Mr. Nayan Rawal
IP Attorney at NRI LAW, Mumbai
Topic-The Legislative, Regulatory & Procedural Framework in India- Patents & Trademark
- Mr. Akshay Singh Ranawat
Legal Executive (IP) CCS NIAM
Topic-IP for Agri Startups
- Dr. Anamika Upadhyay
Course Director-Centre for PPF/NIAM
Moderated

Webinar on Marketing of Medicinal & Aromatic Plants



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(An Autonomous Organisation of Ministry of Agriculture and Farmers Welfare, Government of India)
Jaipur, Rajasthan

Organizing a Webinar
on
Marketing of Medicinal & Aromatic Plants

Date: 24th July 2020 Friday
03:00 PM to 05:00 PM

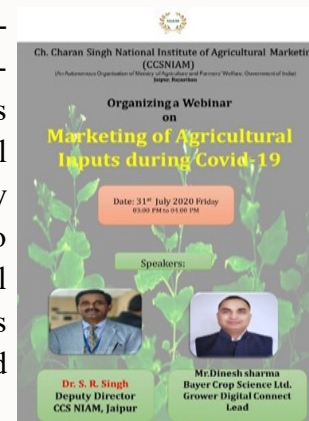
Speakers:

- Dr. S R Singh
Deputy Director
CCS NIAM
- Dr. S. V. Shukla,
Director, PFDC,
Kannauj
- Dr. Nareesh
Kumawat,
Research Officer,
NMPB, New Delhi

CCS NIAM has organized one webinar on Marketing of Medicinal & Aromatic Plants on 24th July, 2020. The webinar was aimed to highlight the marketing aspect of Medicinal & Aromatic Produce. The programme was attended by 98 participants from across the country. During the programme three speakers were invited as speaker to deliver the sessions on various emerging aspects of Agricultural marketing with respect to Medicinal and Aromatic Plants. The response of the programme was overwhelming.

Webinar on Marketing of Agricultural Inputs during Covid-19 pandemic

A webinar on “Marketing of Agricultural Inputs during Covid-19 pandemic” was organized by CCS NIAM on 31st July 2020. The webinar was focused on the Marketing activities of Agricultural Inputs during the crisis period. Mr Dinesh Sharma from Buyer Crop Science Ltd. Grower digital connect lead was the key speaker of the webinar. He highlighted the key role of Input sector played during the crisis period. Dr. S R Singh has also highlighted the importance of the sector for strengthening Agricultural Marketing in the Country. The program was attended by 37 participants from various states of the country. During the programme speakers had handled the queries of the participants for better understanding.



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Organizing a Webinar
on
Marketing of Agricultural Inputs during Covid-19

Date: 31st July 2020 Friday
03:00 PM to 05:00 PM

Speakers:

- Dr. S. R. Singh
Deputy Director
CCS NIAM, Jaipur
- Mr. Dinesh Sharma
Buyer Crop Science Ltd.
Grower Digital Connect
Lead



KISAN MITR Webinar Series

CCS NIAM in collaboration with Principal Scientific Advisor (PSA) Office, Government of India initiated Kisan Mitr (Friends of Farmers) webinar series; the objective of this initiative is to bring technologies to farmers/reverse migrants who have moved rural due to the impact of COVID-19. Under the initiative, CCS NIAM has organised five online webinars in the month of July with various emerging topics focusing on farmers benefit in the field of Agri-ecosystem. Eminent Agri-experts from all across the country took sessions for providing information to the farming community. During the sessions discussion took place and resolved queries of farmers. The programme is recorded and placed in the YouTube channel of CCS NIAM for information of farmers and other stakeholders.

Kisan Mitr Webinar

<https://www.youtube.com/channel/UCBUNmUTXJrVh9vWzCr7Wrkg/videos>



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In Partnership with
Office of the Principal Scientific Adviser, Government of India
Organizing a Webinar

Theme - Agricultural Technology for Marketing

Assaying and Certifying of Cereals and Pulses to Increase Farmers Revenue and Enable e-Trade

Date: 21st July 2020, Tuesday
11:00 am to 12:00 noon



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Organizing a Webinar

Theme - Livestock

Digital Technology for Happy Cows Happy Farmers

Date: 23rd July 2020 Thursday
11:00 AM to 12:00 PM



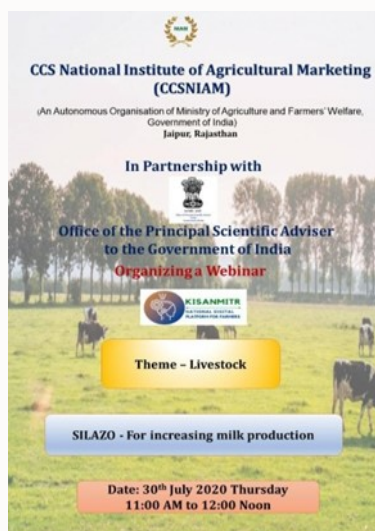
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In Partnership with
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Organizing a Webinar

Theme - Horticulture Technology

Mobile App for checking the quality of fruits and vegetables

Date: 28th July 2020 Tuesday
11:00 AM to 12:00 Noon



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Organizing a Webinar

Theme - Livestock

SILAZO - For increasing milk production

Date: 30th July 2020 Thursday
11:00 AM to 12:00 Noon



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In Partnership with
Office of the Principal Scientific Adviser to the Government of India
Organizing a Webinar

Theme - Commercialisation

Technology Commercialisation

Date: 20th August 2020 Thursday
11:00 AM to 12:00 Noon

Webinar on Kick Start your Agri Startup

Mr. Abhishek Sharma, Manager Finance & ICT (NABI) conducted two webinars via webex portal on the topic “Kick Start your Agri Startup” in collaboration with Global Centre for Entrepreneurship & Commerce, Jaipur (GCEC) and Centre of Technology and Entrepreneurship Development, Amethi, Uttar Pradesh in the month of July. The objective of the programme was to address interested candidates who want to start career in the field of Agri-business.




Online training: How to convert Ideas into Agri-Startups



CCS NIAM Centre for Innovation, Entrepreneurship and Skill Development conducted an online training Programme on the subject “How to convert Ideas into Agri-Startups” On 23rd July, 2020. Dr. Ramesh Mittal, Director CCS NIAM had discussed various issues which may be faced by Startups during initial phase of agri-business startups. He has given tips and cautions notes to budding Entrepreneurs for becoming successful agri-entrepreneurs. Session on “Different Business Models of Agri-Startups” was delivered by Dr. G.A.K Kumar, Principal Scientist, NRRI, Cuttack, Odisha. Two successful Agri-Startups incubated on NIAM Agri-Business Incubator i.e. EF Polymer Pvt. Ltd. and 3stake Labs Pvt. Ltd. gave insights about their Startup journey and how NABI helped them In achieving their goals in Startup Ecosystem.

Legal and Compliance Workshop for Partner RABIs

As a Knowledge Partner NIAM Agri-Business Incubator (NABI) of CCS NIAM conducted a workshop for all its partner RABIs on 27th July, 2020, for the issues and queries related to legal and compliances. The session was taken by Mr. Akshay Singh Ranawat, Legal Executive, NABI, he explained the entire process of MoA execution, dos and don'ts of Incubator while executing any legal documents with the Startups. Various queries of the participants were handled by key speakers. The session was closed with advisory notes by Mr. Manoj Agrawal, COO-NABI.

Me and My Plant Initiative of CCS NIAM

Being in Agricultural Institution, it is very important to take cognizance of climate change and its impact on livelihood and mankind. Hence, Under the “Me & My Plant” initiative faculty members and staff of CCS NIAM was provided one sapling for planting in the campus. The Plantation activity was enthusiastically taken up by all the NIAM family members under the leadership of Dr. P Chandra Shekara, Director General, CCS NIAM



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Invitation of Articles

CCS NIAM welcomes articles representing original research, analytical papers, papers covering new developments and concepts in the field of Agricultural Marketing, Agribusiness and other relevant areas from across the globe for publication in CCS NIAM Journal. For further details visit-
<http://ccsniam.gov.in/images/pdfs/DG-Invitation-for-Journal.pdf>

Contact us

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